

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: JULY 25, 2006

Committee Members Present:

Supervisors Tessier
 Belden
 Gabriels
 Kenny
 Stec
 Merlino

Committee Member Absent:

Supervisor Sheehan

Others Present:

Kate Johnson, Tourism Coordinator
Joanne Conley, Assistant Tourism
 Coordinator
Pam Morin, Group Tour Promoter
William Thomas, Chairman
Joan Parsons, Commissioner of
 Administrative and Fiscal
 Services
Joan Sady, Clerk of the Board
Supervisor Caimano
Representing Paul Kaza Associates:
 Paul Kaza
 Barb Devine
Representing TPCAC:
 Fred Austin
Nicole Livingston, Second Deputy
 Clerk

Mr. Tessier called the meeting of the Tourism Committee to order at 10:49 a.m.

A motion was made by Mr. Stec, seconded by Mr. Belden and carried unanimously to approve the minutes of the May 22, 2006 meeting, subject to correction by the Clerk.

Privilege of the floor was extended to Ms. Johnson, who distributed her agenda, a copy of which is on file with the minutes.

Ms. Johnson began the Agenda review with Item 2, Action Items. She apprised Item 2A was a resolution request for authorization to proceed and submit the I Love NY Matching Funds application for 2006-2007. She noted that she needed a resolution number in order to submit the application.

A motion was made by Mr. Kenny, seconded by Mr. Stec and carried unanimously to authorize submission to the New York State Department of Economic Development for Matching Funds for the promotion of tourism. A copy of the resolution request form is on file with the minutes and the necessary resolution was authorized for the next board meeting.

Ms. Johnson stated Item 2B was a request to amend the 2006 Tourism budget to increase estimated revenues and appropriations not originally budgeted in the amount of \$88,328.75. She noted that the revenue was from the Travel Guide Ad.

Item 2C, Ms. Johnson said, was a request to amend the 2006 Motorcoach/ Meetings budget to increase estimated revenues and appropriations not originally budgeted in the amount of \$10,888. She noted that the revenue was from the Motorcoach & Group Tour Planner Advertising.

A motion was made by Belden, seconded by Mr. Stec and carried unanimously to approve Items 2B and C as outlined above, and to forward the same to the Finance Committee. Copies of the resolution request forms are on file with the minutes.

Continuing, Ms. Johnson expounded Item 2D was a request for a transfer of funds in the amount of \$1,056 to allow for the purchase of a printer.

A motion was made by Mr. Kenny, seconded by Mr. Belden and carried unanimously to approve the request for the transfer of funds in the amount of \$1,056 and to forward the same to the Finance Committee. A copy of the request for transfer of funds is on file with the minutes.

Ms. Johnson noted Item 2E was a request for a transfer of funds in the amount of \$1,615.42 to cover overtime costs not originally budgeted for in 2006.

A motion was made by Mr. Stec, seconded by Mr. Belden and carried unanimously to approve the request for the transfer of funds in the amount of \$1,615.42 and to forward the same to the Finance Committee. A copy of the request for transfer funds is on file with the minutes.

Ms. Johnson returned to the Agenda review with Item 3, For Your Information. She reminded the Committee members that back in March she had requested approval to apply to the I Love NY Summer Festival Designation for 2007. She announced that she had received a letter of acceptance, a copy of which is on file with the minutes. She added that the focus would be the French and Indian War 250th Anniversary Commemoration.

Returning to the Agenda review with Item 4, Pam Morin, Group Tour Promoter, distributed a handout to the Committee members entitled "Motorcoach Update", a copy of which is on file with the minutes. Ms. Morin reviewed the handout in detail.

Privilege of the floor was extended to Paul Kaza, Paul Kaza Associates (PKA), who distributed a monthly report of agency activities to the Committee members (Agenda Item 5A), a copy of which is on file with the minutes. Barb Devine, of PKA, reviewed the monthly report in detail.

Mr. Kaza continued the Agenda review with Item 5B, Review of meeting/convention video and photo shoot.

Mr. W. Thomas and Mr. Gabriels entered the meeting at 11:03 a.m.

Mr. Kaza passed around an album of thumbnail photographs taken during the Tow Truck Convention, the Elvis Festival, Americade and the New York State Fire Chiefs Association Convention this year. He noted that his goal was to have the video footage of these events completely edited by the end of August.

Mr. Kaza apprised Item 5C was a review of the 2005 Advertising Conversion Research. He distributed a copy of a power point presentation to the Committee members, a copy of which is on file with the minutes. Mr. Kaza reviewed the handout in detail.

Mr. Merlino left the meeting at 11:10 a.m.

Mr. Stec questioned the 28% total County sales tax, and asked where that percentage rate came from. Mr. Kenny replied that the analysis was done by the State Sales Tax Revenue which went through the Treasurer's Department and it was broken down by industry and by purchase. Mr. Stec asked Joan Parsons, Commissioner of Administrative and Fiscal Services, to do some research to find out if that percentage was current and accurate.

Mr. Kaza apprised this was a very positive report overall and he felt it should be communicated to the media. Mr. Caimano agreed and said a press release should be done regarding this report. Mr. Gabriels agreed also but questioned where the comparison of anecdotal evidence was between this year and last year. Mr. Kaza reminded Mr. Gabriels this report was for 2005 only.

General discussion ensued regarding the Advertising Conversion Research report.

Mr. Kaza returned to the Agenda review with Item 5D, PKA remaining contractual agreement. He apprised that the two year anniversary of the contract was only eighty days away. He noted his contract with the County would expire on October 15, 2006. He said that PKA had some advertising commitments that would be coming up before this winter and they would be

getting to a point where they would not be able to make those kinds of commitments because there was no assurance that the contract would be extended. He added that PKA would have no capability to make a financial obligation on the part of the County after October 15, 2006.

Mr. Caimano apprised that there would be a joint meeting of the Tourism Committee and the Occupancy Tax Coordination Committee later today and the purpose of that meeting would be to determine what the County wanted to do after October 15, 2006 with regard to the PKA contract. Mr. Kaza stated that he had reviewed the original contract and the County did have the option of extending the contract for an additional two years.

Mr. Caimano expounded that Item 6 on the Agenda was a request of direction from the Tourism Committee regarding the TPCAC (Tourism Promotion Citizens Advisory Committee). He stated that Mike Pratt, of Gore Mountain Ski Center and a member of the TPCAC, had requested that four at-large people be appointed to provide feedback as needed. Mr. Tessier said the Tourism Committee would put something together and get back to him.

Mr. Tessier noted there was no Old Business on the Agenda to be discussed.

Continuing with Item 8 on the Agenda, New Business, Ms. Johnson said that the Buildings and Grounds day crew had created an Adirondack style chair and table which they gave to the Tourism Department Office. She added that they were beautiful and she thanked the Buildings and Grounds day crew for doing that.

Ms. Johnson stated that she had received an email press release from the Fort William Henry which included a \$20 gas voucher. She noted that this was a new promotional program that they were doing.

Mr. Tessier announced that Item 9 on the Agenda, Executive Session, would take place during the joint meeting of the Tourism Committee and the Occupancy Tax Committee.

There being no further business before the committee, on motion by Mr. Stec and seconded by Mr. Belden, Mr. Tessier adjourned the meeting at 12:07 p.m.

Respectfully submitted,

Nicole Livingston
Second Deputy Clerk